

**MR-Live – Take the pulse of your market**

**Product Overview**  
**September 2001**

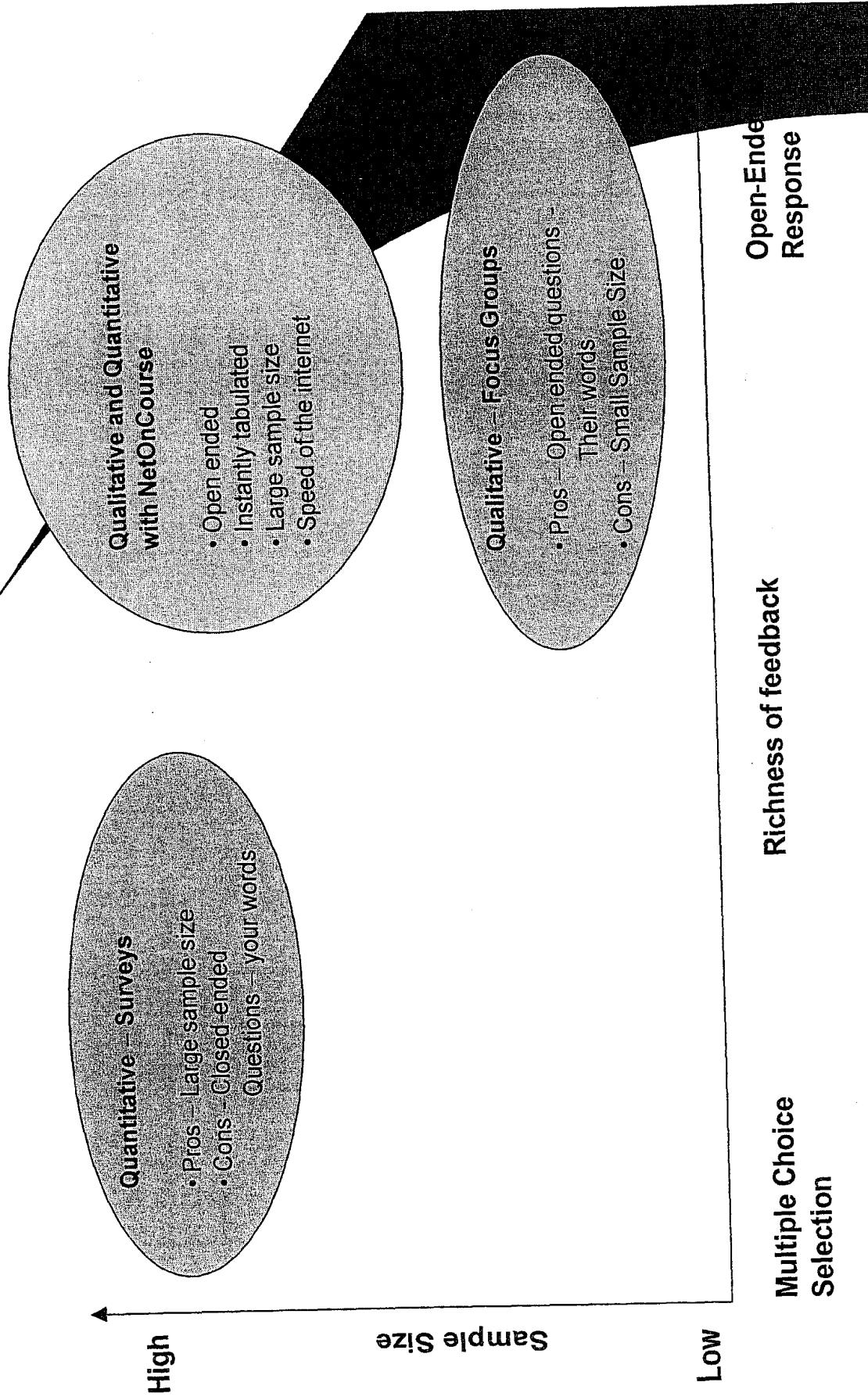
## MR – Live

### Robust Real-Time Interaction Platform

- Controlled Real Time Online Interaction
  - Supports small, medium and large groups
- Combines the best of qualitative and quantitative
  - Open ended responses are tabulated in real time
- Unprecedented Multi-Directional Interaction
  - Structured and unstructured
  - Natural environment and language
  - Quantifiable in real time
- Present multi-media stimuli
- Robust Reporting platform per session and over time

# Market Research

## The best of qualitative and quantitative



# MR-Live for Focus Groups

- **The Features**

- Unprecedented control of session for the moderator
- Maintain Structure in audience responses
- Classify and tabulate open-ended responses in real-time

- **Key Benefits**

- Structured: moderator has better control
- Response quality: combines unbiased with discussion
- Save travel time and lodging fees for moderator, client respondents
- Greater geographic reach
- Approach respondents in their natural environment
- Increase number of participants per session
- Get electronic version of the reports that can be easily integrated into existing knowledge management applications

# MR-Live – The Moderator display

The screenshot shows a Microsoft Internet Explorer window displaying a poll titled "Soap". The poll results are as follows:

Response	Vote (%)	Agree	Disagree
I.V.	71% 35	88	8
Agree	65%	6	7
Disagree	62%	10	7
Don't know	45%	5	9

Below the poll, there is a list of responses from participants:

- 11:27:36: Agrance: I.V.
- 11:27:36: Dan's Answer: make a big bar that does not melt too quickly.
- 11:27:53: David Bowie's Answer: I shop for price and look for whatever is on sale.
- 11:28:07: Kieran Mor's Answer: I buy only soap with natural ingredients.
- 11:28:07: Joe Miller's Answer:

At the bottom of the screen, a message box contains the text: "The moderator presses the "Ask question" button to submit questions to respondents".

On the left side of the slide, there is a bulleted list: "Supports multimedia stimuli".

On the right side, there is another bulleted list: "The question appears at the top of the moderator's display".

# MR-Live – The Respondent display

- The respondent sees the stimuli controlled by moderator

The respondent may also choose to respond by agreeing with someone else's answer.

For live help call: 1-866-299-4467

Topic: Skin Irritation

Q. 5. Answer:  
I like gentle soap that does not irritate the skin.

Agree       Disagree

Agree       Disagree

**Joe N.'s Answer:**  
I like gentle soap that does not irritate the skin.

**Dav Navon's Question:**  
Do you use a different soap for your face and body?

**Dav Navon's Answer:**  
Yes, I use a deodorant soap for my body and a cream soap for my face.

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# MR-Live – The Client display

- Real time statistics are shown on the top of the client display

Event Statistics		
Question Count	Pre-start	Post-end
N/A	2	7
Trans/thread (avg)	1	2
Postings/Participant (avg)	0	1
	2	2
	2	2
	2	2

Questions	Answers	Question	Time
80%	35	What color do you prefer in soap?	11:29:54
84%	30	What do you think is a fair price for soap?	11:29:45
90%	34	Where do you normally purchase soap?	11:29:26
93%	33	Do you use a different soap for your face and body?	11:28:47
30%	32	When you purchase soap, are your main considerations?	11:21:24

- The client can see an organized list of all the questions asked and drill down into the responses of each question, sorted by top answers.

# MR-Live for Dynamic Surveys

- **The Features**
  - Handle larger samples 100+
  - Various types of open and closed ended questions
  - Have no chaos within respondents interaction
  - Easy view of group dynamics
  - Responses are tabulated in real time
  - Trends are highlighted in real-time
- **Key Benefits**
  - Get all benefits from online Focus group Plus:
  - Dynamic surveys can be generated and modified on the fly
  - Quick turnaround time for reports
  - Utilize your respondents for qualitative and quantitative purposes

# Dynamic Survey – a closed ended feedback

The moderator can submit many types of open and closed ended questions involving discussion or direct data

For live help call: 1-866-299-9487

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Current Participants: 3

Open Feedback

Closed Feedback

My Question:  
(05) When you purchase soap, what are your main considerations?  
56% 35

My Question:  
(05) Do you use a different soap for your face and  
body?  
59% 35

Feedback Type:  
 Yes/No  
 Agree/Disagree Scale  
 Multiple Choice

Send Clear Cancel

Ask Question

Send

Local Intranet

# Dynamic Survey – cont'd

NetOnCourse - Web Service - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back  Search  Favorites  Favorites  History  Home  Stop  Refresh  Links

Address  http://spidermanitallnewmanit-new/facilitator/foevent.htm

Current visual:  Soap

For live help call: 1-866-299-9467

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Current participant: 3

Vote Sample Response

71% 35 11:21:29

My Question:  
When you purchase soap, what are your main considerations?

A. Price   
B. Fragrance   
C. Ingredients   
D. Brand

The results are shown in real time!

Send

Ask Question

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Total Intranet

Consideration	Percentage
A. Price	71%
B. Fragrance	35%
C. Ingredients	9%
D. Brand	11%

# Solution overview

- Faster
  - Dynamic question and answer model requires less prep time
  - Real-Time live sessions vs. waiting for surveys to be filled
  - Reports are available in hours to days
- Cheaper
  - No travel!
  - Our hosted internet solution eliminates streamline many costs
- Better
  - The first real qual.-quant. Solution
  - Flexible and dynamic interaction with live respondents